

What is claimed is:

- 1 1. A computer-implemented method for processing lottery sales data, comprising the
2 steps of:
 - 3 (a) assigning unique identifiers to a plurality of lottery retailers, said unique
4 identifiers indicating types of lottery games sold by respective lottery retailers from said
5 plurality of lottery retailers; and
 - 6 (b) identifying on a map display on a computer using said unique identifiers
7 respective locations of lottery retailers from said plurality of lottery retailers.
- 1 2. The method of claim 1, further comprising the step of identifying on said map
2 display lottery sales data for at least one identified retailer.
- 1 3. The method of claim 2, wherein said lottery sales data represent total sales for a
2 selected time period of the types of lottery games sold by the at least one identified
3 retailer.
- 1 4. The method of claim 1, further comprising the step of identifying on said map
2 display an indication of a location of at least one non-lottery retailer.
- 1 5. The method of claim 4, further comprising the step of, after the step of identifying
2 on said map display an indication of a location of at least one non-lottery retailer,
3 utilizing information discerned from said map display in making a retailer decision.
- 1 6. The method of claim 1, further comprising the step of identifying on said map
2 display demographic data for a geographic region shown on said map display.
- 1 7. The method of claim 6, further comprising the step of, after identifying on said
2 map display demographic data for a geographic region shown on said map display,
3 utilizing information discerned from said map display in making a lottery game
4 marketing decision.

1 8. The method of claim 6, wherein said demographic data include population data.

1 9. The method of claim 6, wherein said demographic data include population income
2 data.

1 10. The method of claim 1, further comprising the step of identifying on said map
2 display a street address for at least one identified retailer.

1 11. The method of claim 1, further comprising the step of automatically generating
2 travel data representing a trip to at least one identified retailer.

1 12. The method of claim 11, wherein said travel data represent a travel route to said at
2 least one identified retailer, travel distance, travel time, gas usage, overtime expenses or a
3 combination thereof.

1 13. The method of claim 11, wherein said travel data represents a travel route to said
2 at least one identified retailer, said method further comprising the steps of utilizing said
3 travel route in determining a travel route for delivering instant tickets to said one or more
4 retailers.

1 14. A computer-implemented method for processing lottery sales data, comprising the
2 steps of:

3 (a) identifying on a map display on a computer a location of at least one
4 lottery retailer from a plurality of lottery retailers; and

5 (b) identifying on said map display lottery sales data respective to said at least
6 one lottery retailer representative of lottery sales by said at least one lottery retailer for a
7 selected period of time.

1 15. The method of claim 14, wherein said lottery sales data represent lottery sales
2 according to lottery game type.

1 16. The method of claim 15, wherein said lottery sales data represent total sales for
2 said selected time period of the types of lottery games sold by the respective lottery
3 retailers.

1 17. The method of claim 14, further comprising the step of, after step (b), utilizing
2 information discerned from said map display in making a retailer decision.

1 18. The method of claim 17, further comprising the step of identifying on said map
2 display an indication of a location of at least one non-lottery retailer.

1 19. The method of claim 14, further comprising the step of identifying on said map
2 display demographic data for a geographic region shown on said map display.

1 20. The method of claim 19, wherein said demographic data include population data.

1 21. The method of claim 19, wherein said demographic data include population
2 income data.

1 22. The method of claim 19, further comprising the step of, after identifying on said
2 map display demographic data for a geographic region shown on said map display,
3 utilizing information discerned from said map display in making a lottery game
4 marketing decision.

1 23. The method of claim 14, further comprising the step of identifying on said map
2 display a street address for said at least one identified retailer.

- 1 24. A computer-implemented system for processing lottery sales data, comprising:
2 (a) means for assigning unique identifiers to a plurality of lottery retailers,
3 said unique identifiers indicating types of lottery games sold by respective lottery
4 retailers from said plurality of lottery retailers; and
5 (b) means for identifying on a map display on a computer using said unique
6 identifiers respective locations of lottery retailers from said plurality of lottery retailers.
- 1 25. The system of claim 24, further comprising means for identifying on said map
2 display lottery sales data for at least one identified retailer.
- 1 26. The system of claim 25, wherein said lottery sales data represent total sales for a
2 selected time period of the types of lottery games sold by the respective lottery retailers.
- 1 27. The system of claim 24, further comprising means for identifying on said map
2 display an indication of a location of at least one non-lottery retailer.
- 1 28. The system of claim 27, further comprising means for identifying on said map
2 display demographic data for a geographic region shown on said map display.
- 1 29. The system of claim 28, wherein said demographic data include population data,
2 population income data or a combination thereof.
- 1 30. The system of claim 24, further comprising means for identifying on said map
2 display a street address for at least one identified retailer.
- 1 31. The system of claim 24, further comprising the means for automatically
2 generating travel data representing a trip at least one identified retailer.

1 32. The system of claim 31, wherein said travel data represent a travel route to said at
2 least one identified retailer, travel distance, travel time, gas usage, overtime expenses or a
3 combination thereof.

1 33. A computer-implemented system for processing lottery sales data, comprising:
2 (a) means for identifying on a map display on a computer a location of at least
3 one lottery retailer from a plurality of lottery retailers; and
4 (b) means for identifying on said map display lottery sales data respective to
5 said at least one lottery retailer representative of lottery sales by said at least one lottery
6 retailer for a selected period of time.

1 34. The system of claim 33, wherein said lottery sales data represent lottery sales
2 according to lottery game type.

1 35. The system of claim 34, wherein said lottery sales data represent total sales for
2 said selected time period of the types of lottery games sold by the respective lottery
3 retailers.

1 36. The system of claim 33, further comprising means for identifying on said map
2 display an indication of a location of at least one non-lottery retailer.

1 37. The system of claim 33, further comprising means for identifying on said map
2 display demographic data for a geographic region shown on said map display.

1 38. The system of claim 37, wherein said demographic data include population data.

1 39. The system of claim 37, wherein said demographic data include population
2 income data.

- 1 40. The system of claim 33, further comprising means for identifying on said map
- 2 display a street address for said at least one retailer.